



**DON LEVIN, APR, FELLOW PRSA WINS OUTSTANDING PRACTITIONER  
OF THE YEAR AT 2005 MERCURY AWARDS**

*Professionals in Westchester, Fairfield counties also win awards*

June, 2005, New Haven CT – Don Levin, APR, Fellow PRSA and a member of the Westchester/Fairfield Chapter of the Public Relations Society of America was among those honored at the 2005 Mercury Awards, winning the award as outstanding practitioner of the year. Levin was recognized for his work in advancing the profession through significant achievements, involvement and reputation in the industry.

The awards were presented June 2 at the Long Wharf Theatre, among a total of 34 awards given at the ninth annual Mercury Awards, which recognizes outstanding work in the public relations, communications and marketing professions. Entries were judged by the Wichita, Kansas Chapter of the PRSA. Brian Shactman, co-anchor of NBC 30's morning news, emceed the event.

Levin is president of Levin Public Relations, of Larchmont, NY and has been president of the public relations subsidiary of The Ted Bates Advertising Agency and senior vice president at Hill & Knowlton. He is also a PRSA Silver Anvil winner and has served as the Tri-State District chair and president of the PRSA Westchester/Fairfield chapter. In addition, he is an adjunct professor of Marketing Management in the MBA Program of Long Island University and has taught public relations at Fairleigh Dickinson University and New York Institute of Technology.

"We're very happy for Don," said Bob Petrausch, 2005 president of the Westchester/ Fairfield chapter. He's contributed – and continues to contribute – his time, energy and interest in helping and teaching others, and we're honored to be working with him."

**(more)**

## **PRSA Westchester/Fairfield Announces 2005 Mercury Wins – 2**

Other winners from the Westchester/Fairfield chapter's region include:

In the Newsletter category, HR Communications of Yale University won a Gold Mercury for the relaunch of *Working at Yale*. The project was directed by Stephanie Harwood, APR, a consultant to Yale and a Westchester/Fairfield chapter member.

In Marketing Products and Services, Greenwich Hospital (Greenwich, CT) won a Silver Mercury for its Teddy Bear Clinic. The entry was submitted by George Pawlush, the hospital's director of public relations and a Westchester/Fairfield chapter member.

In Public Affairs, the World Wrestling Federation (Stamford, CT) won a Silver Mercury for its Smackdown Your Vote! Campaign. The entry was submitted by Kate Cox, manager of corporate communications.

In Media Relations (Not-for-Profit), the March of Dimes (White Plains, NY) won a Silver Mercury for Prematurity Awareness Day. The entry was submitted by Sandra Lundgren, director of chapter communications.

In the Internal/External Video Programs category, the William Morris Production Group (Ossining, NY) won a Silver Mercury for its Water Safety Development video. The Group is a television, video and new media production and advisory firm.

The Mercury awards program is a regional PRSA competition, co-sponsored by the Westchester/Fairfield, Connecticut Valley and Southern Connecticut chapters of PRSA. It encompasses Connecticut, Western Massachusetts and Westchester County, NY, as well as adjacent New York counties not served by other PRSA chapters. Founded in 1996 and named for the Roman god of commerce and travelers, the program is designed to honor creative and strategic excellence and encourage a higher level of performance.

The Public Relations Society of America (PRSA) is an individual membership national professional society of nearly 20,000 public relations practitioners. The Westchester/Fairfield chapter was established in August 1965, and this year celebrates its fortieth anniversary, continuing its tradition as a volunteer-led organization extending the benefits of PRSA membership and professional advancement throughout its chapter area. More information is at [www.prsa-wf.org](http://www.prsa-wf.org).

**(more)**

## 2005 Mercury Award Winners

The following awards were presented in the **STRATEGIC CAMPAIGNS CATEGORIES\*\***:

### **Community Relations (Non-Profit)**

Gold: Mad Communications (East Hampton, CT) – TEEG Annual Campaign

### **Special Events and Observances under \$25,000**

Gold: Mason, Inc. (Bethany, CT) – Bruegger's Detroit Reopening

Silver: Adams & Knight Advertising (Avon, CT) – Interdisciplinary Conference – St. Joseph's College

### **Public Affairs**

Silver: World Wrestling Federation (Stamford, CT) – Smackdown Your Vote!

### **Institutional Programs**

Silver: Mason, Inc. (Bethany, CT) – Bruegger's

### **Marketing Produces & Services**

Silver: Greenwich Hospital (Greenwich, CT) – Teddy Bear Clinic

Gold: Mintz & Hoke (Avon, CT) – Mass Mutual Life

### **Crisis Communications**

Silver: Mintz & Hoke (Avon, CT) – I-95 Meltdown

### **Multicultural Communications (For Profit)**

Gold: First Experience Communications (Glastonbury, CT) Capital Community College Hispanic Enrollment

### **Integrated Communications (more than \$25,000)**

Gold: Pita Communications (Hartford, CT) – Greater Hartford Convention & Visitors Bureau

Silver: Mintz & Hoke (Avon, CT) – Bank Launch & Guerrilla Campaign, Connecticut Bank & Trust

The following awards were presented in the **TACTICAL CATEGORIES\*\***:

### **Media Relations (For-Profit)**

Gold: Tie: Mason, Inc. (Bethany, CT) – Bruegger's Green Bagel

Gold: Tie: Mintz & Hoke (Avon, CT) - Lifebridge

### **Media Relations (Not-for-Profit)**

Gold: The Kotchen Group (West Hartford, CT) – Charged Image

Silver: March of Dimes (White Plains, NY) – Prematurity Awareness Day

### **Newsletters**

Gold: HR Communications (New Haven, CT) – Working at Yale

Silver: Mintz & Hoke (Avon, CT) – Electric Ideas – Wiremold Newsletter

**(more)**

**Page 4 of 4**

**PRSA announces Mercury winners**

**Magazines**

Gold: Yale University School of Nursing (New Haven, CT) – Yale Nursing Matters

**Annual Reports (For Profit)**

Silver: Northeast Utilities (Berlin, CT) – Investing in Our Region’s Future – 2004 Annual Report

**Brochures**

Gold: Tie: Cheney & Co. (New Haven, CT) – Long Trail School

Gold: Tie: Pita Communications (Hartford, CT) – Boy Scouts

Silver: Tie: Mintz & Hoke (Avon, CT) – Poke Thru Wire-Mold

Silver: Tie: Mintz & Hoke (Avon, CT) – Great Escapes Guide

**Special Purpose Publications**

Gold: Cheney & Co. (New Haven, CT) – Love Cards

Silver: Tie: Connecticut Light & Power (Berlin, CT) – Connections

Silver: Tie: Cheney & Co. (New Haven, CT) – Capital Campaign Stationery and Brochure

**Internal or External Video Programs**

Silver: William Morris Production Group (Ossining, NY) – Water Safety Development

**Bylined Stories/Articles**

Silver: Insurbanc (Farmington, CT) – Taking Your Agency to the Bank

**Creative Tactics**

Gold: Tie: Mason, Inc. (Bethany, CT) – Bruegger’s Big Bagel

Gold: Tie: The Kotchen Group (West Hartford, CT) – Everything Pregnancy

**Interactive**

Gold: Mintz & Hoke (Avon, CT) – Mohegan Tribe Web

*\*\*In some categories, only one award was presented – either a Silver or Gold.*

###